

SIKKIM

GOVERNMENT



GAZETTE

EXTRAORDINARY
PUBLISHED BY AUTHORITY

Gangtok Thursday 19th September, 2013 No. 506

GOVERNMENT OF SIKKIM
INFORMATION AND PUBLIC RELATIONS DEPARTMENT
GANGTOK

NO.10/IPR/13-14

Dated 4.9.2013

NOTIFICATION

The State Government is hereby pleased to notify the following to amend the Advertisement Policy of the Department of Information and Public Relations, Government of Sikkim issued vide Notification No.24/IPR/06-07, dated 10/10/2006 published in Extra-ordinary Gazette No. 329, dated 11th October, 2006.

In the said Advertisement Policy in Paragraph 13, for Sub paragraph 1, Clauses (a) (b) and (c) of Sub Paragraph 2 and Clauses (A) and (B) of Sub Paragraph 3, the following shall be substituted, namely:-

13 Advertising Rates

(1) Classified

(a)	Daily local Newspaper / periodicals / journals, etc	Rs 80/- per column centimeter for Black and White and for colour 1 ½ times of Black and White or negotiated rates with concession/special rebate whichever is less.
(b)	Bi-Weekly/Weekly/Fortnightly Local Newspaper/Periodicals/Journals	Rs 70/- per column centimeter for Black and White and for colour 1 ½ times of Black and White or negotiated rates with concession/special rebate whichever is less.

(2) Display

(a) Local Daily Newspapers

Sl.No.	Size	Rate	
		Black and White	Colour
1.	Full Page	Rs. 30,000	Rs. 45,000
2.	Half Page	Rs. 15,000	Rs. 24,000
3.	Quarter Page	Rs. 12,000	Rs. 15,000

(b) Local Bi-Weekly/Weekly Newspapers

Sl.No.	Size	Rate	
		Black & White	Colour
1.	Full Page	Rs. 7,500	Rs. 12,000
2.	Half Page	Rs. 4,500	Rs. 7,500
3.	Quarter Page	Rs. 3,000	Rs. 3,750

(c) Local Fortnightly Newspapers

Sl.No.	Size	Rate	
		Black and White	Colour
1.	Full Page	Rs. 2,500	Rs. 3,750
2.	Half Page	Rs. 2,250	Rs. 2,500
3.	Quarter Page	Rs. 1,000	Rs. 1,250

(3) Electronic Media

(A) Regional Television

Sl.No.	Timing	Rate
(i)	Telecasting in between News	Rs 7,500 per 30 seconds visual clip
(ii)	Telecasting before and after News	Rs 4,500 per 30 seconds visual clip
(iii)	Telecasting in any other programme	Rs 3,000 per 1 minute visual clip

(B) Local Television

Sl.No.	Timing/Description	Rate
(i)	Telecasting in between News	Rs 450 per 30 seconds visual clip Rs 300 per additional clip
(ii)	Telecasting before and after News	Rs 300 per 30 seconds visual clip Rs 150 per additional clip
(iii)	Running scroll per day in English	Rs 4.50 per word
(iv)	Running scroll per day in Devnagri	Rs 6 per word
(v)	Production charge of scroll matter	Rs 150
(vi)	Production charge of logo/picture in scroll	Rs 150

The rates for the categories not mentioned above shall remain unchanged and shall be governed by the Advertisement Policy dated 10.10.2006 and subsequent Notifications, if any.

By Order and in the name of the Governor.

**D.Anandan, IAS
Secretary / IPR**